



New Logo & Name Presentation Backgrounder

Why did the university update its logo?

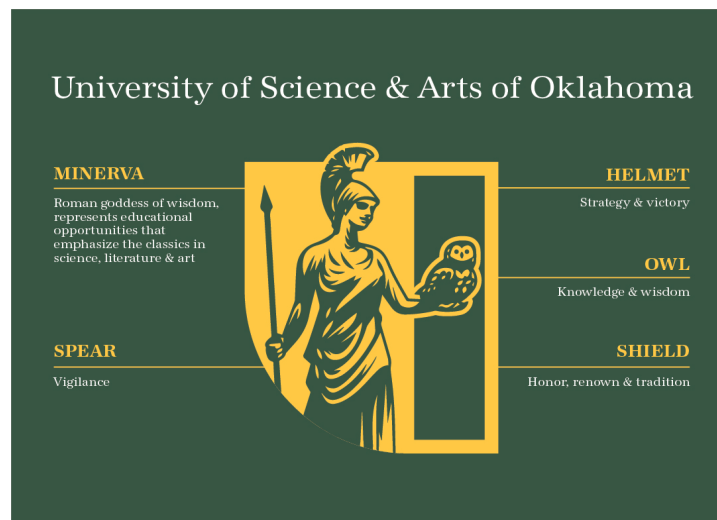
- To put emphasis on the “Science & Arts.”
- Creates a more identifiable mark to associate with the University, while setting Science & Arts apart from other universities.
- Celebrates Science & Arts’ long and rich history as a liberal arts university (1965).
- Incorporates Minerva, the Roman goddess of wisdom, who represents educational opportunities that emphasize the classics in science, literature and art.

Why is the university updating the way it refers to itself?

- The University will no longer refer to itself as “USAO”.
- Acceptable names include: University of Science & Arts of Oklahoma, Science & Arts of Oklahoma, or its preferred name “Science & Arts”.
- Science & Arts provides an easier, more memorable and less formal alternative to refer to the university.
- Creates consistency in the way other arenas refer to the university (i.e., athletics).

When does the new logo replace the old logo?

- Effective April 21, 2021, the new logo and wordmark will replace the old logo and wordmark in all university communications.
- A plan is in place to retire the old logo and branding on and around campus, and transition to the new logo and branding.



MEDIA CONTACT:

Nicole Tobin
VP/Strategic Communications
nicole@gocryder.com
405.314.9477

